

Amendments to the Specification

Please replace paragraph [0001] with the following amended paragraph:

[0001] This application is a Continuation In Part (CIP) of U.S. Patent Application 09/618,806, filed July 18, 2000, entitled "INTERNET BASED SYSTEM AND APPARATUS FOR PAYING USERS TO VIEW CONTENT AND RECEIVING MICROPAYMENTS" and hereby claims the priority benefit of ~~the following provisional applications for patents:~~ 1. U.S. Provisional Patent Application No. 60/244,826 filed October 31, 2000, by Stanley T. Lim, John Galen Giddings, and Laura Giddings entitled "AN ECONOMIC FILTERING SYSTEM FOR DELIVERY OF PERMISSION BASED TARGETED, INCENTIVIZED ADVERTISING; ADVERTISING. 2. U.S. Application 09/618,806, filed July 18, 2000, by Stanley T. Lim and John Galen Giddings, entitled "INTERNET BASED SYSTEM AND APPARATUS FOR PAYING USERS TO VIEW CONTENT AND RECEIVING MICROPAYMENTS".